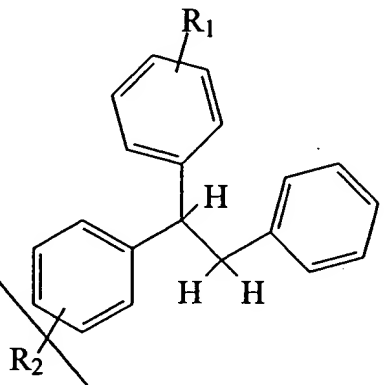
WHAT IS CLAIMED IS:

1. A method for treating extra-reproductive tract tissues that are responsive to treatment with estrogen comprising administering to a patient an effective amount of a compound having the structure



(I)

wherein R_1 is $-O(CH_2)_mR_3$ or $-(CH_2)_nR_3$; R_3 is an anionic substituent; m is 1, 2, 3 or 4; n is 0, 1, 2, 3 or 4; R_2 is H or -OH; and wherein each of R_1 and R_2 is independently meta or para to its respective phenyl ethyl linkage.

2. The method of claim 1 wherein R_1 is $-O(CH_2)_mR_3$.

3. The method of claim 1 wherein R_1 is $-(CH_2)_nR_3$.

4. The method of claim 1 wherein R_2 is -OH.

5. The method of claim 4 wherein the compound is 4-[1-(4-hydroxyphenyl)-2-phenylethyl]phenoxyacetic acid such that R_1 is $-OCH_2R_3$; R_3 is $-COO^-$; and each of R_1 and R_2 is para to its respective phenyl ethyl linkage.

6. The method of claim 1 wherein R_2 is H.

7. The method of claim 6 wherein the compound is 4-(1-phenyl-2-phenylethyl)phenoxyacetic acid such that R_1 is $-OCH_2R_3$; R_3 is $-COO^-$; and each of R_1 and R_2 is para to its respective phenyl ethyl linkage.

8. The method of claim 1 wherein the anionic substituent comprises a functional group selected from the group consisting of a carboxylate group, a tetrazolate group and a bisphosphonate group.

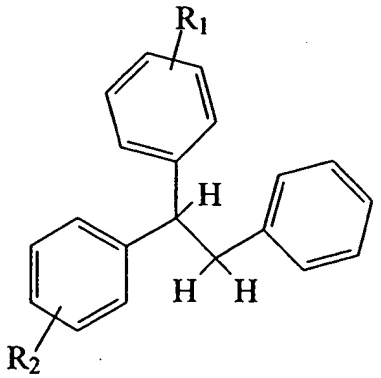
9. The method of claim 1 wherein the patient is a female.

10 . The method of claim 9 wherein the patient is a perimenopausal or postmenopausal female.

11. The method of claim 1 wherein the compound is administered in an estrogen replacement therapy.

12. The method of claim 1 wherein the compound is administered to treat osteopenia.

13. A compound having the structure



(I)

wherein R_1 is $-O(CH_2)_mR_3$ or $-(CH_2)_nR_3$; R_3 is an anionic substituent; m is 1, 2, 3 or 4; n is 0, 1, 2, 3 or 4; R_2 is H or -OH; and wherein each of R_1 and R_2 is independently meta or para to its respective phenyl ethyl linkage; provided that R_2 is not para -OH when R_1 is $-OCH_2COOH$.

14. The compound of claim 13 wherein R_1 is $-O(CH_2)_mR_3$.

15. The compound of claim 13 wherein R_1 is $-(CH_2)_nR_3$.

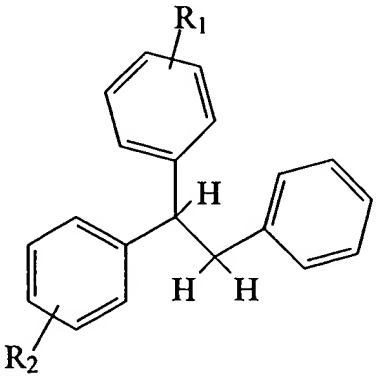
16. The compound of claim 13 wherein R_2 is -OH.

17. The compound of claim 13 wherein R_2 is H.

18. The compound of claim 17 which is 4-(1-phenyl-2-phenylethyl)phenoxyacetic acid such that R_1 is $-OCH_2R_3$; R_3 is $-COO^-$; and each of R_1 and R_2 is para to its respective phenyl ethyl linkage.

19. The compound of claim 13 wherein the anionic substituent comprises at least one functional group selected from the group consisting of a carboxylate group, a tetrazolate group and a bisphosphonate group.

20. A pharmaceutical composition comprising a compound having the structure



(I)

wherein R_1 is $-O(CH_2)_mR_3$ or $-(CH_2)_nR_3$; R_3 is an anionic substituent; m is 1, 2, 3 or 4; n is 0, 1, 2, 3 or 4; R_2 is H or -OH; and wherein each of R_1 and R_2 is independently meta or para to its respective phenyl ethyl linkage; or a pharmaceutically acceptable salt thereof; and a pharmaceutically acceptable carrier.

21. The pharmaceutical composition of claim 20 wherein R_1 is $-O(CH_2)_mR_3$.

22. The pharmaceutical composition of claim 20 wherein R_1 is $-(CH_2)_nR_3$.

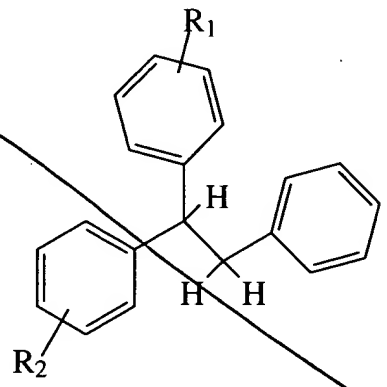
23. The pharmaceutical composition of claim 20 wherein R_2 is -OH.

24. The pharmaceutical composition of claim 23 wherein the compound is 4-[1-(4-hydroxyphenyl)-2-phenylethyl]phenoxyacetic acid such that R_1 is $-OCH_2R_3$; R_3 is $-COO^-$; and each of R_1 and R_2 is para to its respective phenyl ethyl linkage.

25. The pharmaceutical composition of claim 20 wherein R_2 is H.

26. The pharmaceutical composition of claim 25 wherein the compound wherein the compound is 4-(1-phenyl-2-phenylethyl)phenoxyacetic acid such that R_1 is $-OCH_2R_3$; R_3 is $-COO^-$; and each of R_1 and R_2 is para to its respective phenyl ethyl linkage.

27. A method for treating extra-reproductive tract tissues that are responsive to treatment with estrogen comprising administering to a patient an effective amount of a compound having the structure



(I)

wherein R_1 is $-O(CH_2)_mR_3$ or $-(CH_2)_nR_3$; R_3 is an anionic substituent; m is 1, 2, 3 or 4; n is 0, 1, 2, 3 or 4; R_2 is para-OH; and R_1 is meta or para to its phenyl ethyl linkage.

28. The method of claim 27 wherein R_1 is $-O(CH_2)_mR_3$.

29. The method of claim 27 wherein R_1 is $-(CH_2)_nR_3$.

30. The method of claim 27 wherein the compound is 4-[1-(4-hydroxyphenyl)-2-phenylethyl]phenoxyacetic acid such that R_1 is para-OCH_2R_3; and R_3 is $-COO^-$.

31. The method of claim 27 wherein the anionic substituent comprises a functional group selected from the group consisting of a carboxylate group, a tetrazolate group and a bisphosphonate group.

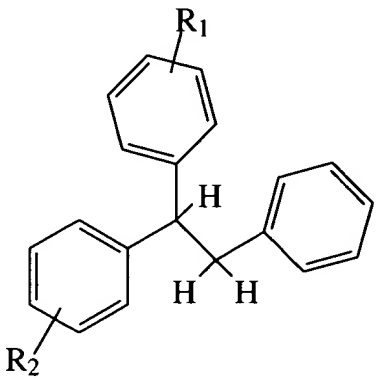
32. The method of claim 27 wherein the patient is a female.

33. The method of claim 32 wherein the patient is a perimenopausal or postmenopausal female.

34. The method of claim 27 wherein the compound is administered in an estrogen replacement therapy.

35. The method of claim 27 wherein the compound is administered to treat osteopenia.

36. A pharmaceutical composition comprising a compound having the structure



(I)

wherein R_1 is $-O(CH_2)_mR_3$ or $-(CH_2)_nR_3$; R_3 is an anionic substituent; m is 1, 2, 3 or 4; n is 0, 1, 2, 3 or 4; R_2 is para-OH; and R_1 is meta or para to its phenyl ethyl linkage; or a pharmaceutically acceptable salt thereof; and a pharmaceutically acceptable carrier.

37. The pharmaceutical composition of claim 36 wherein R_1 is $-O(CH_2)_mR_3$.

38. The pharmaceutical composition of claim 36 wherein R_1 is $-(CH_2)_nR_3$.

39. The pharmaceutical composition of claim 36 wherein the compound is 4-[1-(4-hydroxyphenyl)-2-phenylethyl]phenoxyacetic acid such that R_1 is para-OCH_2R_3; and R_3 is $-COO^-$.